

## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

### **Listing of Claims:**

1-42. (Canceled)

43. (Currently amended) A method of providing a rich media item for enhancing user interaction with a messaging program comprising the steps of:

providing access to a selection of user selectable rich media items through a messaging program interface which may be used to create a message containing a user selected rich media item,

wherein said rich media item comprises user perceptible content and content specific information, and

wherein said content specific information comprises at least one of the following two items of information:

(i) a rich media caption; and

(ii) a context menu item comprising one or more of the following:

(a) a display string, (b) a resource identifier and (c) a command; and

providing computer code to allow communication between the rich media item and the messaging program so that the messaging program and said rich media item can inter-operate, and so that when said message is communicated to an intended recipient, said message is communicated with said rich media item to said intended recipient so as to enable perception of said content and access to said rich media item by said intended recipient so that said intended recipient can interact with said rich media item and utilize said content specific information,

wherein said computer code controls said messaging program and utilizes said content specific information to display a context menu, said computer code controls said messaging program so that said messaging program displays different context menu items in said context menu depending on the location of said rich media item within said messaging program, and

~~The method of claim 42~~, wherein said rich media item can be displayed in a rich media toolbar and when said rich media item is displayed in said toolbar said context menu comprises a first set of context menu items, and wherein said rich media can be displayed in a history window of a messaging program and when said rich media item is displayed in said history window said context menu comprises a second set of context menu items.

44 - 69. (Canceled)

70. (Currently amended) A method of providing a rich media item for enhancing user interaction with a messaging program comprising the steps of:

providing access to a selection of user selectable rich media items through a messaging program interface which may be used to create a message containing a user selected rich media item, wherein said rich media item comprises user perceptible content and content specific information,

wherein said content specific information comprises a context menu item comprising one or more of the following:

(a) a display string, (b) a resource identifier and (c) a command; and

providing computer code to allow communication between the rich media item and the messaging program so that the messaging program and said rich media item can inter-operate, and so that when said message is communicated to an intended recipient, said message is communicated with said rich media item to said intended recipient so as to enable perception of said content and access to said rich media item by said intended recipient so that said intended recipient can interact with said rich media item and utilize said content specific information,

wherein said computer code controls said messaging program and utilizes said content specific information to display a context menu, said computer code controls said messaging program so that said messaging program displays different context menu items in said context menu depending on the location of said rich media item within said messaging program, and

~~The method of claim 69~~, wherein said rich media item can be displayed in a rich media toolbar and when said rich media item is displayed in said toolbar said context menu comprises a first set of context menu items, and wherein said rich media can be displayed in a history window of a messaging program and when said rich media item is displayed in said history window said context menu comprises a second set of context menu items.

71 - 84. (Canceled)

85. (Withdrawn) A method of marketing comprising:

- incorporating an enhanced icon into a messaging program, said enhanced icon relating to a product or service to be marketed;
- providing a context menu comprising enhanced icon content specific menu items for linking users to other media related to said enhanced icon content;
- providing a platform for permitting a first user to forward a message to a second user, which sent message comprises said enhanced icon; and
- providing a platform for permitting said second user to forward said enhanced icons to a third user as part of a message originated by said second user.

86. (Withdrawn) The method of claim 85, wherein the messaging program comprises an instant messaging program.

87. (Withdrawn) The method of claim 85, wherein the messaging program comprises an email program.

88. (Withdrawn) The method of claim 85, wherein the messaging program comprises a chat program.

89. (Withdrawn) The method of claim 85, wherein the messaging program comprises a message board program.

90. (Withdrawn) The method of claim 85, further comprising providing a network administrator for,

receiving a rich media item from a marketing partner;  
preparing the rich media item for use with said messaging program; and  
allowing said marketing partner to modify their selection of rich media items.

91. (Withdrawn) The method of claim 90, wherein the network administrator comprises an automated program.

92. (Withdrawn) The method of claim 85, wherein said product comprises a movie and said enhanced icon relates to said movie.

93. (Withdrawn) The method of claim 92, wherein said enhanced icon comprises a character from said movie, and wherein said enhanced icon speaks a line from said movie.

94. (Withdrawn) The method of claim 85, wherein said product comprises a musical album of a recording artist and said enhanced icon relates to said recording artist, and wherein said enhanced icon sings a clip from said musical album.

95. (Withdrawn) The method of claim 85, wherein said messaging program comprises a feature for loading environments that enhance a messaging program interface.

96. (Withdrawn) The method of claim 95, wherein the enhanced icon interacts with the loaded environment.

97. (Withdrawn) The method of claim 85, further comprising providing an enhanced icon interface through which said users of the messaging program can modify their selection of user selectable enhanced icons.

98. (Withdrawn) The method of claim 97, wherein the enhanced icon interface comprises a plurality of enhanced icon selections, received from a content provider, from which a user can select additional enhanced icons.

99. (Withdrawn) The method of claim 97, wherein said enhanced icon interface is a menu, which can comprise submenus, comprising a plurality of enhanced icon selections.

100. (Withdrawn) The method of claim 99, wherein the menu comprises conspicuous regions for prominently displaying at least one enhanced icon selection.

101. (Withdrawn) The method if claim 100, wherein the conspicuous region comprises an advertisement.

102-103. (Canceled)

104. (Withdrawn) A context menu for a graphical computer object, comprising: a menu item that is specific to user perceptible content of said graphical computer object, wherein the context menu is displayed by a messaging program comprising computer code for communicating with said graphical computer object to obtain said menu item specific to user perceptible content of the graphical computer object that is stored in said graphical computer object.

105. (Withdrawn) The context menu of claim 104, wherein the context menu is displayed by a messaging program comprising computer code for communicating with a server to obtain one or more menu items specific to user perceptible content of the graphical computer object.

106. (Withdrawn) The context menu of claim 104, wherein the menu items comprise an advertisement that comprises information related to the user perceptible content of the graphical computer object.

107. (Withdrawn) The context menu of claim 104, wherein the menu items are a link to additional Internet media that comprises information related to the user perceptible content of the graphical computer object.

108. (Withdrawn) The content menu of claim 107, wherein the additional Internet media comprise a Web page related to the user perceptible content of the graphical computer object.

109. (Withdrawn) The content menu of claim 107, wherein the additional Internet media comprises another messaging program function related to the user perceptible content of the graphical computer object.

110. (Withdrawn) The context menu of claim 104, wherein the graphical computer object comprises an icon.

111. (Withdrawn) The context menu of claim 104, wherein the graphical computer object comprises an avatar.

112. (Withdrawn) The context menu of claim 104, wherein the menu item is a media item.

113-116. (Canceled)